The Florida Architect

OFFICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTE OF ARCHITECTS

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March - 1956

Interview . . .

Frank J. Rooney, newly installed president of the National AGC, talks about Florida's growth and the need for better, long-range planning that has resulted from it . . .

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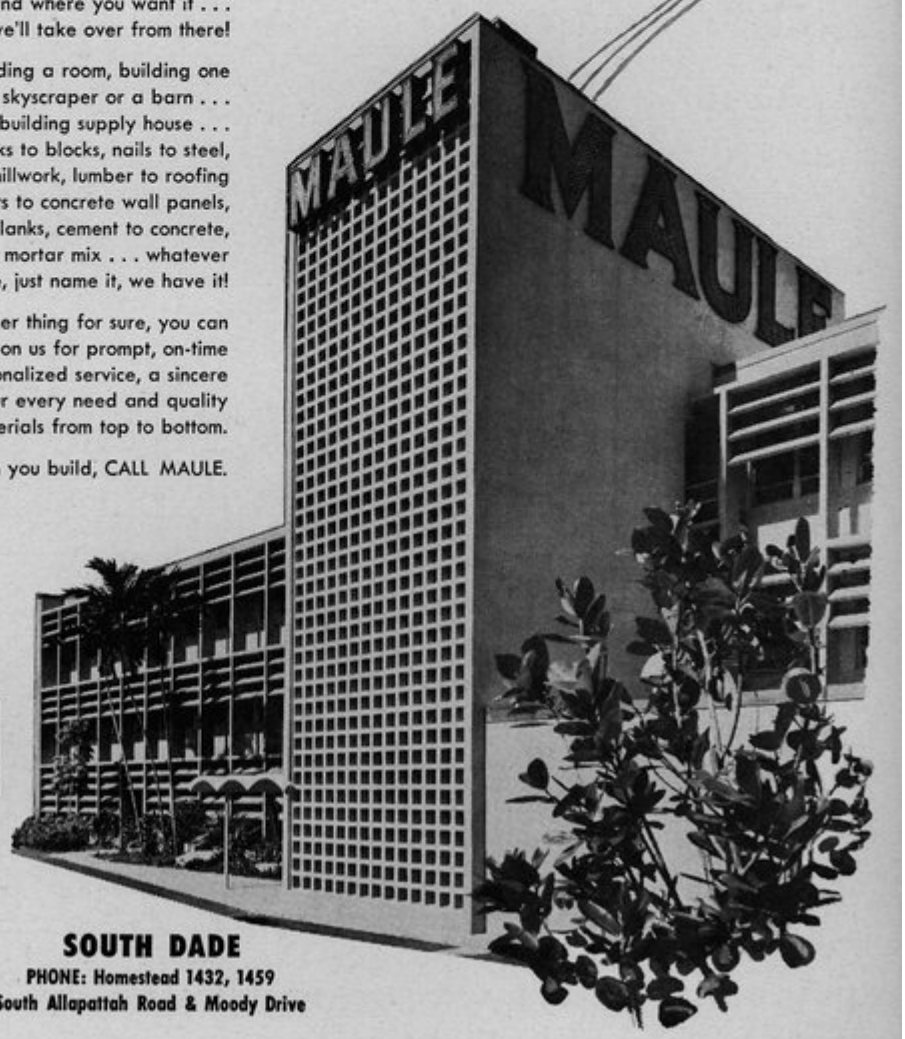

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THE COVER

As a builder, Frank J. Rooney, National AGC President, has an understanding of the need for clear, well-developed plans. And as a citizen of our fast-growing State who has had a considerable hand in its development, he has taken a definite stand as advocating a long-range planning program for Florida as a region, as well as a group of communities. His comments are reported in the Interview which starts on page 6.

PUBLICATION COMMITTEE — H. Samuel Krusé, Chairman, G. Clinton Gamble, Igor B. Polevitzky. Editor — Roger W. Sherman.

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1956 Regional Conference

- **Place: Durham, No. Carolina**
- **Time: April 12th, 13th, and 14th**
- **Theme: New Materials and Construction**

The Fifth Annual Regional Conference of the South Atlantic District, AIA, will be held in Durham, North Carolina, April 12, 13 and 14. Plans for it are now virtually complete; and the tentative schedule of the three-day Conference, just released, promises a series of meetings and discussions that should provide attendants with a continuously high level of worthwhile interest.

Theme for the Conference is "New Materials and Construction in Architecture." Elaborate arrangements have been made to carry it through all Conference sessions and to dramatize it to Conference visitors. Not the least of these are two exhibits — one of manufactured products which the Conference committee hopes will occupy 100 booths and will afford opportunity to study new materials and construction techniques at first hand.

The other exhibit is an architectural one comprising the South Atlantic Region's Honor Awards Program for 1956. Eligibility to exhibit has been confined to the fourteen AIA Chapters comprising the region; and buildings shown must have been completed since January, 1951.

Both exhibits will open at 9 AM of the first Conference day, April 12. Building products will be shown in both the Washington Duke Hotel, which has been designated as Conference headquarters, and in the Armory building close by. The architectural exhibit will be shown at the hotel.

Conference plans indicate that activities will be constant, varied and provocative from many angles. Unlike past Regional meetings and most AIA conclaves, this Conference will be held in three cities, rather than one. Headquarters will be Durham; and the Conference's opening day there will be marked by a morning meeting featuring addresses by Alonzo Harriman and Professor Allen Deitz. Chapter meetings, committee conferences and a meeting of the Regional Executive Council will follow luncheon. And, at an evening dinner meeting, Conference visitors will hear addresses by North Carolina's Governor Luther H. Hodges and AIA President George Bain Cummings.

Friday morning, at Durham, the featured speaker will be R. T. A. Johnson, Chief, Division of Physics and Engineering, Forest Products Laboratory of Madison, Wisconsin. The Conference will then move via busses to Raleigh to attend a luncheon meeting at the N. C. State College Union. This will be followed by a panel discussion scheduled as part of the Festival of Design.

A similar program has been planned for Saturday, with the opening session at Durham including addresses by Paul Weidlinger, Mario Salvadori and Alonzo Harriman. Conferees will ride busses again, this time to Chapel Hill and a luncheon meeting at Caroline Inn, University of North Carolina, returning to Durham in time for cocktails and the Conference Banquet. This will be held at the Washington Duke Hotel. Honor Awards will be presented, and the Conference will adjourn after an address by Clifton Beckwith.

Pleasure as well as profit has been planned into the Conference program. Opening day afternoon has been set aside for a tour of Duke University. A similar sightseeing trip around Raleigh is scheduled for Friday afternoon, and on Saturday, following the luncheon meeting, conferees will enjoy a tour of Chapel Hill. Fun and frolic will be the order of Friday evening's plans which include cocktails, a barbecue dinner and square dancing at Durham.

Conference committeemen stress the fact that wives are as welcome as architects—and that a special program has been planned for them also. Conference Chairman William Henley Deitrich says, "*We hope the program will appeal to you from every standpoint—educational, social and entertainment.*" He urges immediate action to assure reservations.

William Henry Deitrick, of Raleigh, N. C., General Chairman of the 1956 Regional Conference, discusses plans with Regional Director Herbert C. Millkey, center, and Henry L. Kamphoefner, Dean, School of Design, North Carolina State College.

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Sound Precedent for Policy

Plans represent service -- not a commodity for sale

If, as someone once said, *"eternal vigilance is the price of freedom,"* each of Florida's practicing architects can note with satisfaction the result of the Jacksonville Chapter's recent stand against the outright sale of school plans and specifications to the Duval County School Board.

The Board was presumably seeking ways of reducing school building costs when it queried Jacksonville architects as to the "fee" involved should it decide to "purchase all rights to the original drawings and specifications of schools previously drawn." The Board's avowed intention was to "permit the Board to duplicate that building as many times as they see fit, without paying the architect any additional fee."

The query was dated December 16, and the Chapter acted fast. At a December 27th meeting it approved a recommendation of its School Building Committee that the Board be informed by letter of the basic professional policy regarding plans and specifications as instruments of service and the architect's sole property. And it also approved a motion as Chapter policy that *"No architect shall furnish architectural services for school buildings unless all rights to the original drawings and specifications are retained by the architect and unless the architect is employed to furnish full services, including the supervision of construction."*

For the helpful guidance of other Chapters which may well have to face up to the same sort of situation in their localities, here is the major part of the letter stating the Jacksonville Chapter's position:

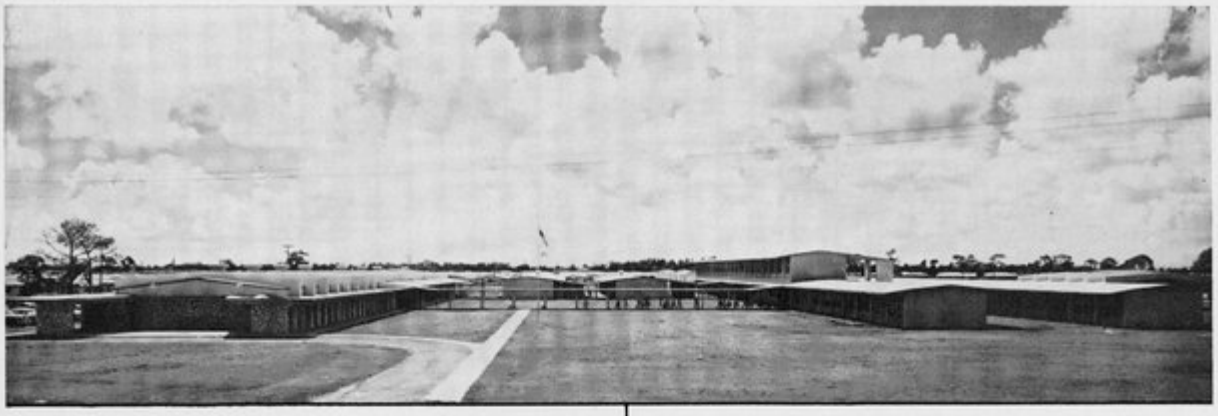
"The drawings and specifications that an architect prepares are instruments of his service and are not in themselves a commodity which is for sale.

"The drawings and specifications represent the architect's design and illustrate his knowledge, his talents and his solution for a particular build-

(Continued on Page 27)

P R ADS WIN FREEDOMS AWARD . . .

Architects and engineers were two of various groups saluted for their contributions to the American way of life in a series of public relations advertisements developed last year by the Florida Power and Light Company. Appearing in a number of Florida newspapers, each ad had a total possible readership of 550,000. The series earned for its sponsor the top award of the Freedoms Foundation for the nation's best advetrising campaign promoting the principles of American freedom. The Freedoms Foundation at Valley Forge, Pa., was established seven years ago. Its coveted awards are made by a 30-member jury selected for their attainments in the arts, sciences and public life and service.



Section of 46-foot bay showing rigid frame reinforced concrete construction

Projecting eaves extend 8′ in the 23- and 29-foot wings, and up to 16′ in the 46-foot bays.

Architect-Engineers: Watson and Deutschman, Miami

Education in concrete

Occupying a 20-acre site and with 83,924 square feet of floor space, the Madison Junior High School in Dade County is another excellent example of foresighted planning in concrete.

Built in three reinforced concrete bays with connecting roofed-over corridors, the design facilitates the movement of pupils and shortens distances between classrooms. The 46-foot bays have rigid concrete frames with continuous concrete slab roof deck, and projecting eaves to modify the brilliance of Florida's sunshine and to provide shelter during Florida's air conditioning rains.

While the architect-engineers specified equipment and materials that would minimize maintenance costs, their selection of concrete construction also rendered the plus values of fire-safety, storm-safety and termite-safety.

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Interview — with FRANK J. ROONEY

NATIONAL PRESIDENT, A. G. C.

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FLORIDA NEEDS A PLAN

Q—*Mr. Rooney, your long-time background as one of Miami's successful builders qualifies you to comment on the immediate future of the construction industry in our State. What do you see ahead for it?*

A—The construction industry's future is bright, without any question. Florida has become the fastest-growing State in the Union, however you want to measure it. I believe firmly that architectural and construction activities are certainly going to continue to expand. Overall volume is pretty big right now; but the amount of construction that's now being discussed is certainly greater than we ever thought would be possible. Millions and millions of dollars worth of new construction is being contemplated right now. With the growth of the area the present rate of building should certainly continue — possibly even rise. Nothing that I can see in the future looks anything but rosy.

Q—*Are you speaking about any particular area of Florida, or about the State as a whole?*

A—I think the whole State is progressing—developing and expanding in many ways. Of course, some areas are going along faster than others. Miami, or rather the whole Dade County area, is one example. The southern west coast section around Sarasota and Tampa Bay is another. But my statement applied generally to Florida as a whole. If you travel all over the State as I have, you'll find a great deal of construction in every part of it.

Q—*What about the character of development? Will growth of construction activities be centered largely in the large cities, or do you see a very substantial community growth along the routes of the new highways?*

A—Probably all growth activity will springboard from the cities and then spread out into rural areas. However wherever you find a new highway going through a particular area, you'll find a natural build-up of activity in that area. For example, the new bob-tail turnpike is now coming down to Miami from Fort Pierce. I look for the entire Ft. Pierce, Stuart area to build up because of the easier accessibility to Palm Beach, Miami and the other communities down the lower east coast.

Q—*That suggests the question of zoning. Do you think that intense construction activity, particularly in development of congested cities such as Miami and Jacksonville, can continue without some revisions to present zoning regulations?*

A—Well, in all fast-growing areas we're going to have to face the same situation that exists in the Miami area right now. The zoning and planning that's been done in the past has never kept pace with the city's actual growth. As a city grows, it naturally changes. Demand for business and industrial areas increases. Business has got to come in—so the residential areas move out.

Of course, that situation creates a lot of pressure on any zoning scheme. There's a great need now in every section of the State, for a lot of re-zoning and long-range planning. And a lot of thinking and work is being done along these lines. The need for it is particularly great in Miami—and I think Miami's probably doing as much thinking about it, perhaps more, than most other areas in Florida.

What all cities and even smaller communities in Florida really need is some practical long-range planning. It's certainly been shown that just spot-zoning won't work. Spot-zoning has actually been one of our ills here in Florida. I think that most Florida communities now recognize that fact and are now thinking in terms of long-range planning to replace temporary zoning measures.

What we really need is an over-all plan. We've got to come to the point of laying the whole thing out and quit trying to solve our problems by just spot-zoning this or that.

Q—*That's a far-seeing outlook and an encouraging statement. But do you know whether any branch of the State Government has been charged with solving the overall planning problem for the State?*

A—I know there's work being done on it. I don't know what progress is being made.

Q—*Would you advocate that such a planning job be undertaken?*

A—Indeed yes. I think we're going to need overall planning—not only for all communities, but for the State as a whole.

Q—*Has any definite program been suggested to Governor Collins along these lines?*

A—Not that I know of. I think Govenor Collins is well aware of the problem and would enthusiastically back any program that would give promise of solving it. We can look for all sorts of cooperation from him. I think his effort to bring industry into the State is an indication of his progressive thinking. I'm sure he must realize that to bring industry in here, we will have to plan and zone so we can assure its accommodation and take care of its

Spot-zoning can't control our rapid growth. We need some coordinated planning---for communities and the State as a whole.

expansion needs when it's ready to come in.

Q—*To put this long-range planning idea into operation, would you advocate that an official program be started for Florida—to coordinate planning programs for communities with long-range plans for State-wide transportation improvements?*

A—Well, I think Governments are apt to be over-run with committees and commissions! However, I do think there's a definite and pressing need for some general, over-all planning—county-wide and State-wide. Right now each little sub-division and each little community has its own zoning and its own planning. I think all these should be coordinated so we can finally arrive at a practical, overall planning and zoning program.

Q—*As you know, that was the objective of the New York Regional Planning Association, undertaken several years ago. Would you suggest any existing department or commission of the State as qualified to take on that job for Florida? Would either the State Road Department or the Industrial Commission qualify?*

A—Well, the Industrial Commission might help. And the State Road Department could be of service in its own field. But I'm sure it's going to take better-qualified specialists to do the job. These would logically come from the architectural and engineering professions. I don't think State Road officials, for example, have either the time or the knowledge needed for the sort of planning we're discussing—other than planning for construction of the roads themselves.

Q—*What you have outlined, then, is a special type of planning program not now being undertaken that you know of by any department of our State Government?*

A—That's right. The need for long-range planning seems to be pretty generally recognized. But I don't know of any qualified professional group that has been given the job of coordinating local efforts.

Q—*Do you see an important opportunity for the construction industry in such a program?*

A—Yes, indeed! Architects and engineers throughout the State are going to have to assist in the over-all planning job. And contractors also are going to have to lend whatever they can to their efforts.

Q—*Mr. Rooney, your suggestion could have great influence on the sound growth of Florida. Now, can we point it up by coming back to the need for local re-zoning. Do you think that expansion of Florida's cities are creating sub-cities in suburban areas?*

A—Yes. There's a definite movement-trend to outlying areas. You can see it in the development of our

(Continued on Page 8)

Frank J. Rooney was born in Brooklyn, New York, but has spent most of his adult life in Florida and has headed his own construction organization for the past 25 years. During World War II its entire facilities were devoted to building more than 50 structures for the armed forces and thus earning a citation from the U. S. Navy. The Rooney company is now specializing in large construction projects in the South-Florida area, including the 163rd Street Shopping Center, which on completion, will be the largest of its kind in the South. The firm has just completed the Jordan Marsh store in Miami and is working on three other large department store and warehouse buildings. Mr. Rooney has long been active as an advisor on construction matters. He served on the City of Miami Building Revision Committee and the Mayor's Public Works Committee; was a member of a special committee serving the Secretary of Labor, Washington, D. C. and recently completed a survey of needed construction in Germany for the U. S. Government—ECA. He is a member of the Dade County Development Committee, the Florida Engineering Society and a past-president of the Miami Builders' Exchange. With a long and active background in the AGC, he was installed last month as President of the National AGC after serving on numerous AGC commitees and as Vice-President during 1955.

"Planning's a community job. Our responsibility is to keep it on the right track."

big housing projects. When housing projects grow they naturally create a need for shopping centers, schools, hospitals, all sorts of commercial buildings.

Q—*That is happening now, of course, around Miami. Do you see the same sort of thing taking place elsewhere—in Jacksonville, Tampa and Orlando, for example?*

A—Not only in these cities, or in Florida, but all over the country. I think there's a definite trend away from the city out into the suburbs.

Q—*Is the character of movement in Florida similar to that in many other states—along major roads in a kind of "strip-city" pattern?*

A—No, not particularly. I think here we're witnessing a general expansion movement. You can see it around Miami in the growth of South Miami, Hialeah and Miami Shores—even up into North Miami and North Miami Beach. It's happening elsewhere, also—a pretty well-defined expansion. Actually, the whole State is growing very fast. But the growth isn't a strip development.

Q—*In view of that, what steps should be taken now to prevent zoning difficulties in these "sub-cities" similar to those we are now encountering in our large cities?*

A—Well, the more forward-thinking, overall, long-range planning we can do now, the less difficulties we will run into in years to come. In the case of city-suburban growth, counties are working on over-all planning and zoning problems right now.

Q—*That work is necessarily of fairly local character. In view of that, you probably consider the coordination of highway planning with local community planning as particularly important. Is that correct?*

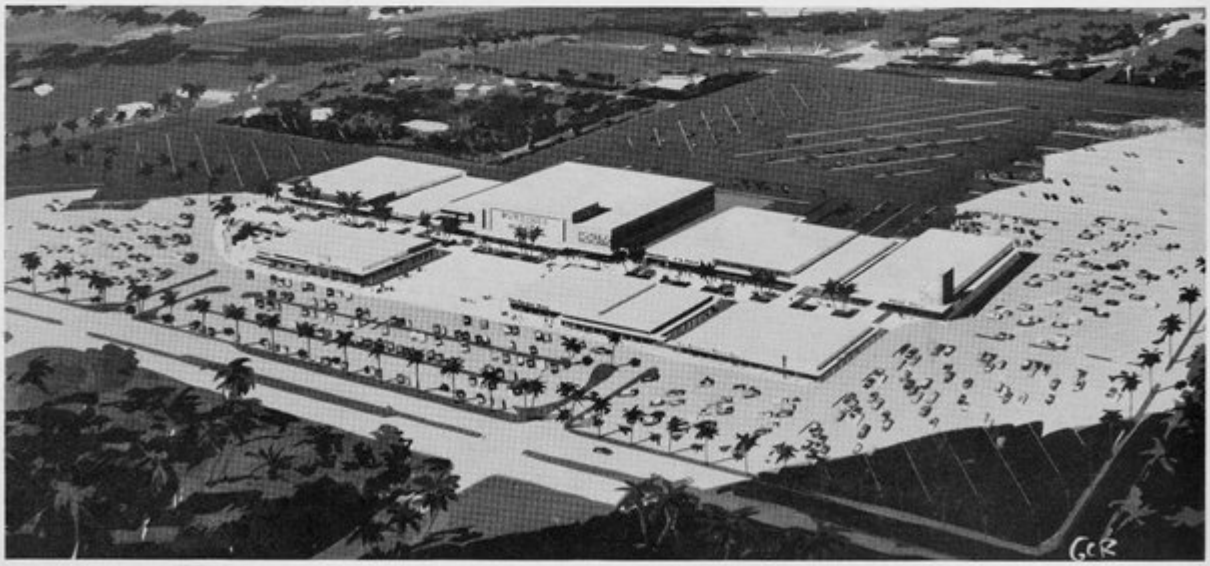
A—Yes, it is. Our State Road Department is giving a lot of consideration to that as proven by plans they've given the city of Miami and Dade County on how to handle some of the traffic problems.

That brings us to another important point. The more planning we do for roads—wide roads that can handle the traffic—the fewer costly bottlenecks we'll have, not only in Miami, but in every city in the State. No Florida City was laid out to handle the amount of traffic that now exists. We have narrow streets in downtown areas; and even our highways aren't wide enough. So we're continually being faced with the need for buying new rights-of-way. And that is expensive.

Q—*Do you see a disposition on the State's part to recognize the fact that better road planning is needed?*

A—Yes. Everybody now realizes that use of the automobile as a primary means of transportation is going to increase rather than decrease. So the traffic on all roads is going to increase from now on. We've got to think in terms of 4-lane highways rather than the 2-lane streets we've been used to.

They can only come by planning for them. For example, if a 150-foot right of way is plotted for a future road instead of a 50-foot strip—and if it is then acquired in line with a long-range program when the price is reasonable—that looks like good planning. That way we can do away with the present practice of letting people build right up to the edge of a 50-foot strip—then finding out later that a 150-foot strip is needed and going through the whole messy procedure of condemnation to get it.



Rapid community growth is creating the need for such large-scale shopping centers as this one at 163rd Street in Miami for which Gamble, Pownall and Gilroy were architects. It is also revealing the inadequacy of spot-zoning as a means of insuring the long-range value of community development or of solving such typical civic problems as traffic congestion.

Q—*How do you think this job of better planning can be accomplished—and what are logical groups to get it started?*

A—It's a community job—the desire for better planning, recognition of the need for it, has got to start there. But I think the construction industry—architects, engineers and contractors—has not only a special interest in it, but also a special responsibility to keep to rolling along the right track.

Q—*Have you in mind a method by which these construction industry groups can become active along those lines?*

A—The method is already operating in some local areas and now at the State level. It lies in the work that can be done by various joint cooperative committees of the AIA, the FES and the AGC. There is an excellent one at Palm Beach which exemplifies a definite move here in Florida. The Joint Cooperative Committees can take up not only problems of our industry in relationship to the professionals and the contractors, but also many overall problems of city planning and zoning. They are doing that as a unit in such communities as Palm Beach. And it can also be done with county administrations and at the State level.

This joint-cooperative movement is one of the best things that could happen to our entire industry. This past year I've visited about 70 of our AGC Chapters throughout the country. And with each one I've held up what the Joint Cooperative Committee movement here in Florida is doing as a shining example of what can be accomplished through cooperative action of the professions with the general contractors.

Q—*Does that indicate you will advocate expansion of the Joint Cooperative Committee idea locally as well as nationally in your capacity as AGC President?*

A—Indeed I will. I've been advocating it as Vice-President. This year I'm going to advocate that every one of our local chapters take an active part in forming such committees. Nationally we've had a Joint Cooperative Committee with architects and engineers. But I feel we can all accomplish a great deal more if we can bring the work of these joint committees down to the state and local levels. Then we can solve a lot of our problems at the grass roots.

Don't forget that the construction business must operate as a team. Everybody's got to work—and work together—architects, engineers, the general contractors, specialty contractors and labor. To do a good job, every part of that team has got to cooperate. With sincere cooperation on everybody's part anything can be built—and there's not a problem I can think of that can't finally be solved.

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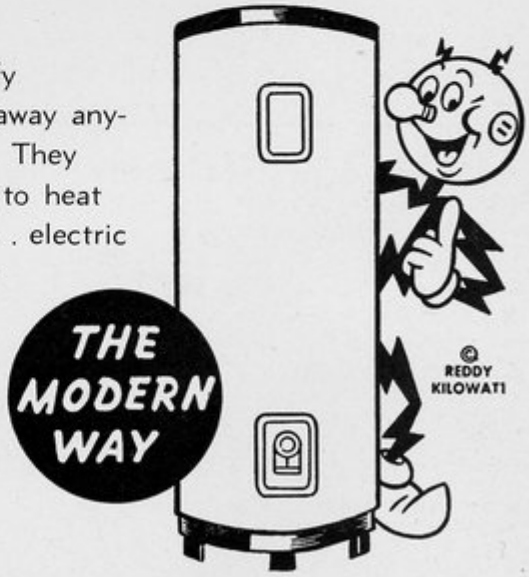

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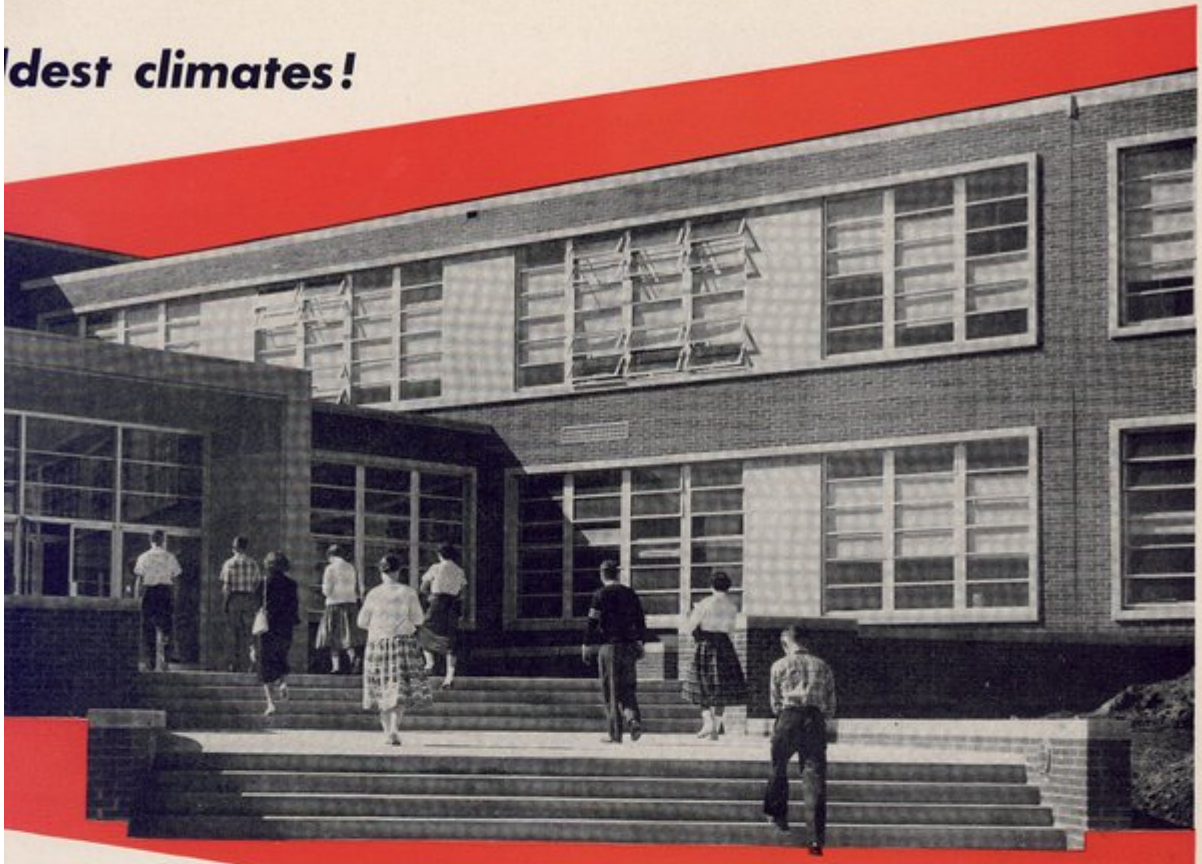

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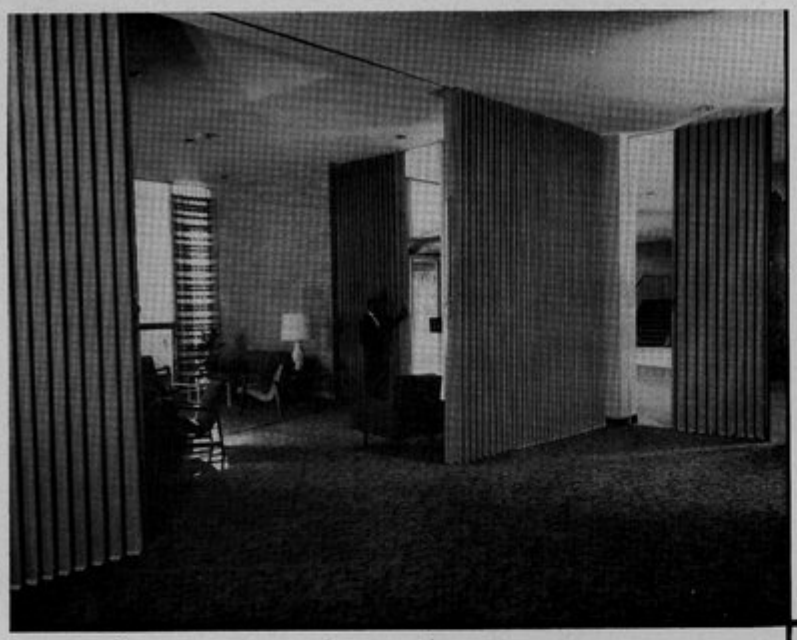

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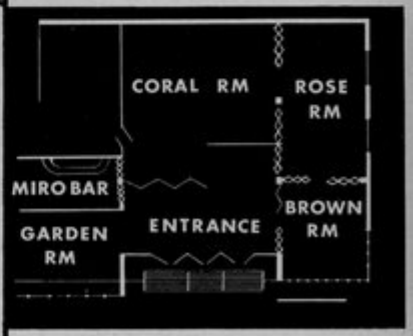

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Constitution and By-Laws

FOR THE FLORIDA ASSOCIATION OF ARCHITECTS OF THE AMERICAN INSTITUTE OF ARCHITECTS

In accordance with instructions of the FAA Board of Directors issued at the January, 1956, meeting, the Constitution and By-Laws are published in their final form, as revised and approved by action of the 41st Annual FAA Convention at Daytona Beach, November, 1955.

ARTICLE I.—NAME OF SOCIETY

SECTION 1

(A) The NAME of this organization shall be the "FLORIDA ASSOCIATION OF ARCHITECTS OF THE AMERICAN INSTITUTE OF ARCHITECTS," hereinafter referred to as the "Association," which is a non-profit incorporated State organization duly chartered by the American Institute of Architects and the State of Florida.

(B) Application of terms. All reference in the Constitution and by-laws to "Association," "board," "committee," "officer," "members," "meeting," or other similar designations shall pertain or refer to the Florida Association of Architects of The American Institute of Architects.

ARTICLE II.—THE OBJECTS OF THE ASSOCIATION SHALL BE

SECTION 1

(A) To unite the Architectural profession within the State of Florida to promote and forward the objects of the American Institute of Architects.

(B) To stimulate and encourage continual improvement within the profession, cooperate with other professions, promote and participate in the matters of general public welfare, and represent and act for the architectural profession in the State.

(C) To promote educational and public relation programs for the advancement of the profession.

ARTICLE III.—ORGANIZATION

SECTION 1

The Association shall be a non-profit organization composed of members of classifications and with qualifications, dues, and privileges as set forth in these Articles.

ARTICLE IV.—MEMBERSHIP

SECTION 1

(A) The Association shall consist of all corporate members and all associate members of all Florida Chapters of The American Institute of Architects. Every registered architect in the State of Florida is assigned to the jurisdiction of the Chapter of the American Institute of Architects which covers the area in which he practices or resides.

(B) A corporate member shall be defined for use throughout this document to be a bonafide member in good standing of the American Institute of Architects. A corporate member shall have all of the rights, privileges and obligations embodied in full membership including the right to vote, hold office and represent the Association as a delegate or otherwise.

An Associate member shall be defined for use throughout this Constitution and By-Laws as any other classification of Chapter membership recognized by the Institute, including Unassigned Corporate members, members Emeritus, Associates, and Junior Associates.

Student Associates shall consist of under graduate and graduate students in Architecture in Colleges and Schools of Architecture in the State of Florida who are members of a Student Chapter of the American Institute of Architects.

(C) The Association may sponsor Student Associate Branches in Colleges and Schools of Architecture in the State of Florida as may be recognized by the Association.

Student Associate Branches may function under the sponsorship of Chapters or under the direct sponsorship of the Association. When they function under Chapters, their relationship to the Association shall be through the sponsoring Chapter. When they function directly under the Association, their relationship shall be directly with the Board of Directors of the Association who shall be authorized to approve the Constitution and By-Laws under which the Student Associate Branch operates.

SECTION 2

Corporate and Associate members of the Chapters in North Florida shall constitute the North Florida District of the Association, those in Central Florida shall constitute the Central Florida District, and those in South Florida shall constitute the South Florida District Student members of the Student Chapters shall constitute the Student District of the Association.

The Districts shall include the counties in the State of Florida as follows:

North Florida District: Escambia, Santa Rosa, Okaloosa, Walton, Holmes, Washington, Bay, Jackson, Calhoun, Gulf, Franklin, Liberty, Gadsden, Leon, Wakulla, Jefferson, Madison, Taylor, Hamilton, Suwannee, Lafayette, Dixie, Columbia, Gilchrist, Levy, Baker, Union, Bradford, Alachua, Marion, Putnam, Clay, Duval, Nassau, St. Johns, and Flagler.

Central Florida District: Citrus, Hernando, Pasco, Pinellas, Hillsboro, Manatee, Sarasota, Sumter, Polk, Hardee, DeSoto, Highlands, Lake, Volusia, Seminole, Orange, Osceola, Brevard.

South Florida District: Indian River, Okeechobee, St. Lucie, Martin, Glades, Hendry, Palm Beach, Broward, Dade, Monroe, Collier, Lee, Charlotte.

SECTION 3

Each year the Association shall promote Corporate or Associate membership in The American Institute of Architects for all Registered Architects in Florida who are not then Corporate or Associate Members. Applications, as received, shall be referred for action to the respective Chapter to which the applicant would be assigned.

SECTION 4

HONORARY MEMBERSHIP: Any person of good character who is in sympathy with the objects of this Association and who has rendered meritorious service to it or the profession of architecture or its allied arts, shall be eligible for Honorary Membership, without the right to vote.

SECTION 5

The Secretary of each Florida Chapter of the American Institute of Architects shall file with the Secretary of the Association the names of all corporate members and associate members in good standing at the beginning of each year and shall keep said list up-to-date at all times. The Association shall issue to all persons, who have been thus certified, cards indicating their membership in the Association.

SECTION 6

The grant to and the exercise and use by a member of each and every right and privilege granted by the Constitution and By-Laws shall be conditioned upon the professional conduct and by payment of Association and Chapter dues of the member in his Chapter.

ARTICLE V.—OFFICERS OF THE ASSOCIATION

SECTION 1

(A) The Officers of the Association shall be a President; Vice-Presidents, one from each District; a Secretary and a Treasurer. The immediate Past President automatically becomes a member of the Board of Directors, which is not an elective office. All elective officers shall be corporate members of the Institute.

(B) All Officers with the exception of the Vice-Presidents shall be elected for terms of one year. No officer shall be eligible for re-election to succeed himself more than once, except the Secretary or Treasurer, who may not hold office longer than two consecutive years, unless so voted by a two-thirds ballot vote at the annual Convention.

(C) Beginning in 1955, one Vice-President shall be elected for a term of one year, one for a term of two years, and one for a term of three years. Thereafter, one Vice-President shall be elected each year for a term of three years.

(D) Only such members as have been officers or members of the Board for at least one year shall be eligible for the office of President.

(E) Any and all officers shall hold office until their successors have been elected and qualified. If a vacancy occurs in any office of the Association, other than the expiration of the term of office, then such vacancy shall be filled for the unexpired term by the Board of Directors.

(F) Officers of the Association shall take office at the beginning of the fiscal year.

SECTION 2

The President shall preside at all meetings of the Association and of the Board, shall exercise general supervision of its affairs, and shall perform all the usual duties that are required to be performed by him by law and by the Constitution and By-Laws, incidental to his office.

SECTION 3

Under the direction of the President, each Vice-President shall exercise general supervision of the affairs of his District. The Vice-Presidents in their order of election shall, in the absence of the President, preside and perform all the duties imposed upon the President.

SECTION 4—THE SECRETARY

(A) The Secretary shall be an administrative officer of this Association. He shall act as its recording and its corresponding secretary and as secretary of meetings of this Association and of the Board of Directors. He shall have custody of and shall safeguard and keep in good order all property of this Association, except such thereof that is placed under the charge of the Treasurer. He shall issue all notices of this Association, keep its membership rolls, have charge and exercise general supervision of the Offices and employees of this Association, sign all instruments and matters that require the attest or approval of this Association, except as otherwise provided in this Constitution; keep its seal, and affix it on such instruments as require it, prepare the reports of the Board of Directors and this Association, in collaboration with the President, have charge of all matters pertaining to the meetings of this Association and perform all duties usual and incidental to his office.

(B) The Secretary may delegate to an assistant secretary or other assistant employed by this Association the actual performance of any or all of his duties as recording or as corresponding secretary, but he shall not delegate his responsibility for the property of this Association, or the affixing of the seal of this Association, or the making of any attestation or certification required to be given by him, or the signing of any document requiring his signature.

SECTION 5—THE TREASURER

(A) The Treasurer shall be an administrative officer of this Association. He shall have charge and shall exercise general supervision of its financial affairs and keep the records and books of account thereof. He shall prepare the budgets, collect amounts due this Association, and receipt for and have the custody of its funds and monies and make all disbursements thereof. He shall have custody of its securities and of its instruments and papers involving finances and financial commitments. He shall conduct the correspondence relating to his office and perform all duties usual and incidental to his office.

(B) The Treasurer shall make a written report to each annual meeting of this Association and a written report at each meeting of the Board of Directors. Each of said reports shall set forth the financial condition of this Association, the state of its budget and appropriations at the date of the report, and its income and expenditures for the period of the report, and the treasurer's recommendations on matters relating to the finances and general welfare of this Association.

(C) The Treasurer shall not authorize any person to sign any order, statement, agreement, check or other financial instrument of this Association that requires his signature, unless such delegation is expressly permitted in this Constitution.

(D) When a new treasurer takes office the retiring treasurer shall turn over to his successor a copy of the closing financial statement and audit of the treasury, all the records and books of account, and all monies, securities, and other valuable items and papers belonging to this Association that are in his custody and possession. The incoming treasurer shall check the same, and if found correct, shall give to the retiring treasurer his receipt therefor and a complete release of the retiring treasurer from any liability thereafter with respect thereto.

(E) The Treasurer, personally, shall not be liable for any loss of money or funds of this Association or for any decrease in the capital, surplus, income or reserve of any fund or account resulting from any of his acts performed in good faith in conducting the usual business of his office.

ARTICLE VI.—BOARD OF DIRECTORS

SECTION 1—MEMBERSHIP OF BOARD OF DIRECTORS

(A) The membership of the Board of Directors shall consist of the same officers, with the same terms of office, as of the Association, the immediate past President of the Association, and one or more Directors elected from each Florida Chapter of the American Institute of Architects as provided in these articles. Directors shall be Corporate Members of The American Institute of Architects.

B) Each Florida Chapter having up to 19 Institute Members, as listed in the current Membership Directory of the Institute, shall have one Director. Each Florida Chapter having from 20 to 59 Institute Members so listed shall have two Directors. And each Florida Chapter having 60 or more Institute members so listed shall have three Directors.

(C) The University of Florida Student Chapter shall be represented on the Board by a Student Representative whose duty it shall be to maintain liaison between the Association and the Student Chapter.

SECTION 2—AUTHORITY OF THE BOARD

The Board shall be vested with the authority to manage, direct, control, conduct and administer the property, affairs and business of the Association, and in the interim between Annual Conventions, within the appropriations made therefor, put into effect all general policies, directions and instructions adopted at a meeting of the Association, to issue and mail such bulletins and publications to its members and others as it deems expedient, and shall establish and adopt rules and regulations, supplementing but not in conflict with this Constitution and these By-Laws, to govern the use of the property, name, initials, symbol and insignia of the Association, to govern the affairs and business of the Association. Each director (and alternate director

in the absence of the director) shall convey to the Chapter which he represents all decisions and actions of the Board and shall convey to the Board the actions and requests of the Chapter he represents.

SECTION 3—VACANCIES ON THE BOARD

Vacancy of a Director on the Board shall be filled by the Chapter so affected.

SECTION 4

(A) Regular meeting of the Board: The Board shall hold at least four regular meetings each year and shall fix the time and place of its meetings. One meeting shall be held immediately prior to the opening of the Annual Convention of the Association and one meeting within thirty days after the beginning of the fiscal year following the adjournment of said convention. Ten members of the Board shall constitute a quorum, and all decisions shall be rendered by concurring vote of not less than the majority of its total membership present, unless otherwise required by this constitution and these By-Laws.

(B) Special Meetings of the Board: A Special Meeting of the Board may be called by the President, or on the written request of a majority of the Officers of the Association, or of six members of the Board, at time and place so designated by Party or Parties who called the meeting.

(C) Notices and Minutes: A notice of each meeting of the Board shall be sent in writing by the Secretary to each member of the Board not less than five days before the date fixed for the meeting. Minutes of the meetings of the Board shall be recorded by the Secretary and approved by the Board in its succeeding meeting.

ARTICLE VII.—COMMITTEES

SECTION 1

(A) The President, at least thirty (30) days before the annual Convention, shall appoint a Nominating Committee, composed of a Chairman and a member from each District, whose duty is shall be to nominate members qualified to hold office in the Association for each of the Offices about to be vacated.

(B) In addition to the Nominations presented by the Nominating Committee, other Nominations for any or all of the offices about to become vacant may be made from the floor in the Convention. Elections may proceed by acclamation or ballot at the will of the Convention.

SECTION 2

The President shall appoint qualified members to the yearly Standing Committees created by the Association or the Board, whose duties and term of office shall have been fixed when the Committee was created.

SECTION 3

Special Committees may be appointed at any time for any specific purpose by the President, whose duties shall be determined at the time of the creation of the committee. Such committees shall not be established for longer than the term of office of the President appointing the Committee.

SECTION 4

(A) Committees shall act in an advisory capacity with the right to request and receive all information in possession of the Association and all records necessary to discharge the duties imposed upon them.

(B) Notification: The Secretary shall notify the Chairman and/or the members of the various committees of their committee assignments, and furnish them the names and addresses of all members thereof.

(C) The President shall be ex-officio a member of all committees, and the secretary may act as secretary for the committee if so selected by the committee. The majority of members of the committee shall constitute a quorum. Committees shall report their findings, recommendations and actions to the body which created it. Decisions, recommendations and other actions of the Committee shall be made in accordance with the concurring vote of the majority of members present or by a majority vote of a letter ballot.

(D) Appropriations: The chairman of any committee requiring appropriations shall submit written request to the Board for the amount required and the reasons thereof, and if granted, file with the final report of the Committee a detailed statement of all monies, if any expended.

ARTICLE VIII.—FINANCIAL

SECTION 1—FISCAL YEAR

The Fiscal Year of the Association shall begin on the first day of January and end on the thirty-first day of December of the same calendar year.

SECTION 2—COLLECTION OF DUES

The Treasurer of each Chapter shall collect annually from each corporate member and associate member assigned to that chapter, and shall remit promptly to the Treasurer of the Association, an amount for the succeeding year, to be determined by the Association at its Annual Convention which shall be contributed by each such member and shall be equal to the prorata share required to defray all of the current expense of every kind of the Association.

SECTION 3—CONTRIBUTIONS

The Board, at any regular meeting, by a concurring vote of two-thirds of the members present, or at any special meeting called therefor, may authorize the raising of, and thereupon raise, money by voluntary contribution from its members, in addition to annual dues, for any designated special purpose consistent with the objectives of the Association, and prescribe the manner in which such contributions shall be collected. Non-payment of contributions shall not abridge, suspend or terminate the privileges and rights of any member.

SECTION 4—DEPOSITS AND WITHDRAWALS OF MONEY AND SECURITIES

(A) Depositories. The Treasurer shall deposit all monies of this Association in the name of this Association, when, as, and in the original form received by him, in one or more depositories designated by the Board of Directors.

(B) Disbursements. Every disbursement of money of this Association, except from the petty cash, shall be by check of this Association, signed by the Treasurer and countersigned by another officer designated by the Board of Directors.

(C) Petty Cash Accounts. The Treasurer shall establish petty cash accounts as authorized by the Board which may be disbursed for the usual petty cash purposes by the person designated in said authorization of the Board. No such petty cash account shall exceed $25.00 at any time and statements of the petty cash expenditures shall be duly recorded by said persons and the expenditures approved by the Treasurer before the cash is replenished.

SECTION 5—ANNUAL BUDGET

(A) Adoption: The Board shall adopt an annual budget, by the concurring vote of not less than two-thirds of its membership present, showing in detail the anticipated income and expenditures of the Association for the fiscal year.

(B) Expenditures: Every expense and financial liability of the Association and every expenditure of money of the Association shall be evidenced by a voucher or other appropriate instrument signed by the person or persons properly authorized to incur the expense, liability or expenditure, except a petty cash item as per paragraph (c) of Section 4, Article VIII.

(C) Limitations: Unless authorized and directed to do so at an annual Convention or Special Meeting of the Association, the Board shall not adopt any budget, make any appropriations, or authorize any expenditures or in any way obligate or incur obligation for the Association, which, in the aggregate of any fiscal year, exceeds the estimated net income of the Association for such year.

SECTION 6—AUDITS

The Board shall authorize the Treasurer to employ a Certified Public Accountant to audit the books and

accounts of the Treasurer for report at the annual Convention.

ARTICLE IX.—MEETINGS OF THE ASSOCIATION

SECTION 1—ANNUAL MEETINGS

(A) Time of Meeting: The Association shall hold an Annual Meeting, herein called the Annual Convention; the time and place shall be fixed by the Board of Directors if not fixed by the preceding Annual Convention.

(B) Reports: The President, the Secretary and the Treasurer of the Association shall each make an annual report in writing to the Annual Convention.

(C) Election of Officers: New Officers for the ensuing year shall be elected to succeed those whose terms of office are about to expire.

SECTION 2—SPECIAL MEETINGS

A Special Meeting of the Association shall be held if a call therefor, stating its purpose, is voted by a meeting of the Association or is voted by the Board upon the concurring vote of two-thirds of the Board, or is voted by not less than one-half of the Florida Chapters upon the concurring votes of two-thirds of the entire membership of each of the respective governing boards thereof, or by a written petition to the Board, signed by not less than twenty-five percent of the total number of members in good standing of the Association.

SECTION 3—NOTICE OF MEETINGS

Notice of an Annual or Special Meeting of the Association shall be served on each member and Chapter of the Association, by letter or in official publication of the Association, stating time and place of meeting thereof. Notice of the Annual Convention shall be served not less than thirty days before the opening session, and in the case of Special Meetings, not less than fifteen (15) days before such meetings.

SECTION 4—VOTES

A concurring vote of the majority of the members qualified to cast a vote or a ballot shall decide the question unless otherwise required by this constitution. A vote by ballot not being requested the voting shall proceed accordingly. NOTE: Only corporate members may vote on Institute matters in accordance with Institute Constitution and By-Laws.

SECTION 5—PROXIES AND LETTER BALLOTS

(A) Proxies: There shall be no voting by proxy at a meeting of this Association.

(B) Letter Ballots: No vote of the membership shall be taken by letter ballot.

SECTION 6—DELEGATES TO AMERICAN INSTITUTE OF ARCHITECTS CONVENTION

The Association shall have delegate representation at Annual American Institute of Architects Convention in accordance with American Institute of Architects By-Laws relating to State organizations.

ARTICLE X.—AMENDMENTS

SECTION 1—AMENDMENTS BY MEETINGS OF THE ASSOCIATION

(A) This Constitution and its By-Laws may be amended at any meeting of this Association, provided that a notice stating the purpose of each proposed amendment and the reason therefor and a copy of the proposed amendment is sent to every member and associate not less than thirty (30) days prior to the date of the meeting at which the proposed amendment is to be voted on.

(B) It shall require a roll call concurring vote of not less than two-thirds of the total number of corporate members present at a meeting of this Association to amend this Constitution or its By-Laws relating to matters of Institute affairs.

(C) It shall require a roll call concurring vote of not less than two-thirds of the total number of members present at a meeting of this Association to amend this Constitution or its By-Laws on matters that do not relate to Institute affairs.

(D) Every resolution of this Association amending this Constitution or its By-Laws shall state that the amendment will become effective only if and when it is approved by the Institute. Immediately following the adoption of such a resolution, the Secretary shall submit a copy of the amendment and the adopting resolution to the Secretary of the Institute for such approval. Upon receipt of said approval the amendment shall become effective and the Secretary shall enter the amendment and the approval at the proper place in this Constitution or its By-Laws, with the date of the amendment and approval.

SECTION 2—AMENDMENTS BY THE INSTITUTE

The Institute Board, unless the statutes forbid, may amend any provision of this Constitution or its By-Laws that the Association fails to amend after due notice so to do from the Institute. Each amendment made by said Board shall have the same force and effect as if made by this Association in the manner hereinabove provided, and shall be effective immediately on receipt of the notice of the Secretary of The Institute containing the amendment, and the Secretary shall enter the amendment at the proper place in this Constitution, with the date it was made.

SECTION 3—TITLE AND NUMBERING

From time to time and without further action of the Association, the Secretary may rearrange, retitle, renumber or correct obvious errors in the various articles, sections and paragraphs of the Constitution and By-Laws as becomes necessary.

BY-LAWS

(1) AMENDMENTS

These By-Laws may be amended in the same manner as the Constitution.

(2) SUSPENSION OF BY-LAWS

These By-Laws may be suspended at any meeting, for the transaction of any special business by a two-thirds vote of the members present. When the special business has been disposed of, the By-Laws shall immediately be in force again.

(3) RESPONSIBILITY

The Association shall not be responsible for any vote or statement of its officers or members nor be pledged or bound in any manner except by the approval of the Board, in conformity with the Constitution and By-Laws.

(4) MEETING NOTICES

Date, Time and Place of all meetings shall be stated in the notice therefor.

(5) RULES OF ORDER

All meetings shall be conducted in accordance with Robert's Rules of Order.

(6) RETIRED MEMBERS

A member who ceases to practice architecture as a gainful occupation and further ceases all other gainful occupation shall be eligible for "Retired Membership."

(7) OTHER TYPES OF MEMBERSHIPS

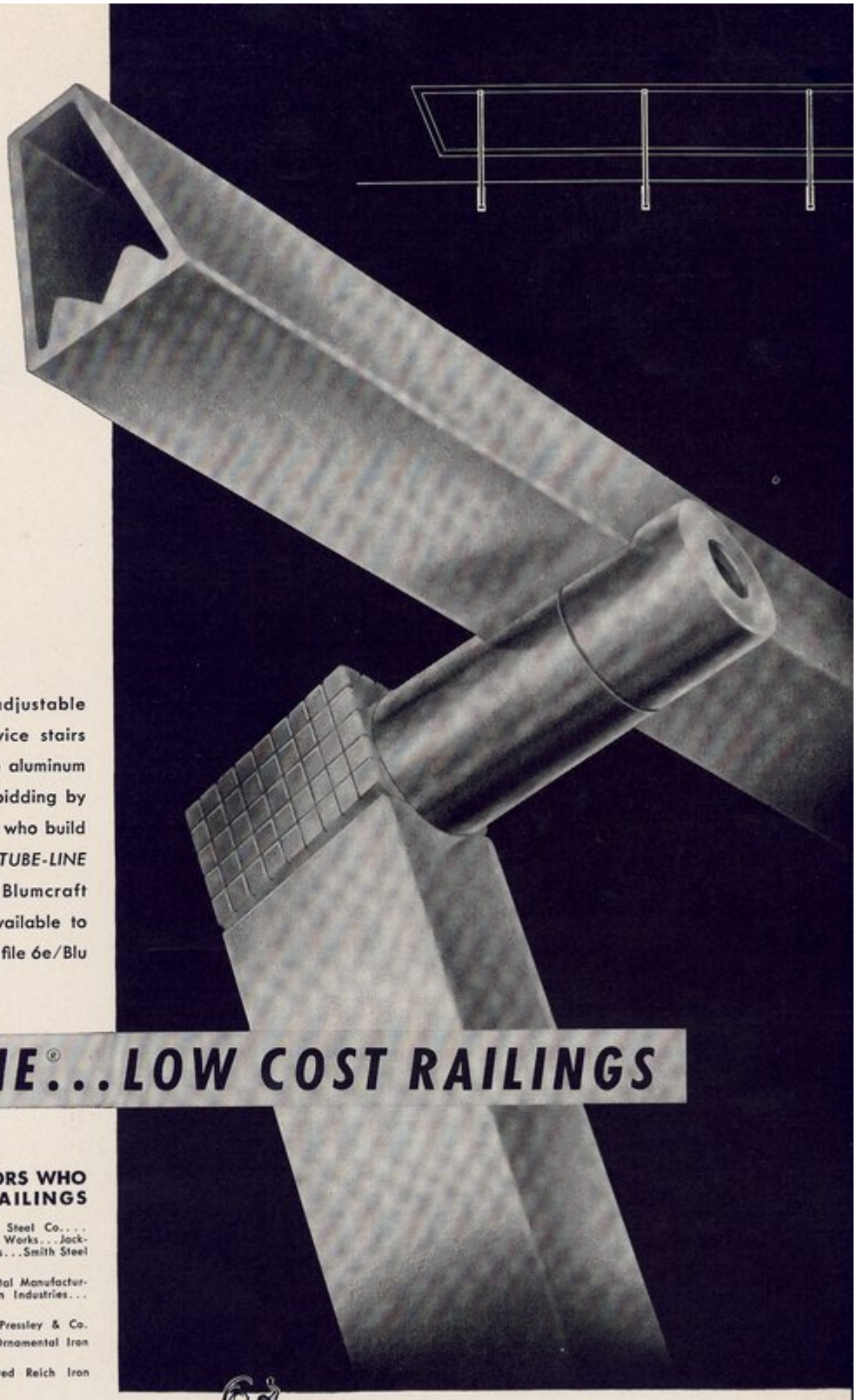
Other types of memberships may be created as the necessity arises in accordance with American Institute of Architects chapter By-Laws.

(8) ELECTION OF OFFICERS

(A) Officers shall be elected at the annual meeting of the Association by a majority vote of the Corporate members present at said meeting.

(B) The Vice-Presidents, one from each district, shall be designated as First, Second, and Third Vice-Presidents by ballot at the Annual Meeting.

(C) The Directors, one or more from each corporate Chapter as provided in Article VI, shall be elected by each Chapter at its Annual Meeting. An Alternate Director, one for each Director, shall be elected by each Chapter at its Annual Meeting to function for the Director in case of his inability to serve.



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This design for Salhaven Health and Welfare Village by Rufus Nims won the top Design Award in the Health Category of P/A's 3rd Annual Competition. The award jury included Architects William Lescaze, Robert E. Alexander, Alfred L. Aydelott and Pietro Belluschi and Engineer Paul Weidlinger.

Florida Architects Win Three P/A Design Awards

Florida architects walked off with three awards in the Third Annual Design Awards Program sponsored by *Progressive Architecture*. From more than 700 designs submitted, RUFUS NIMS, of Miami, won one of the seven Design Awards given in various categories for the proposed Salhaven Health and Welfare Village for the Upholsterers' International Union of North America. The honor was given in the Health Category for an ambitious project slated for early construction in Palm Beach County.

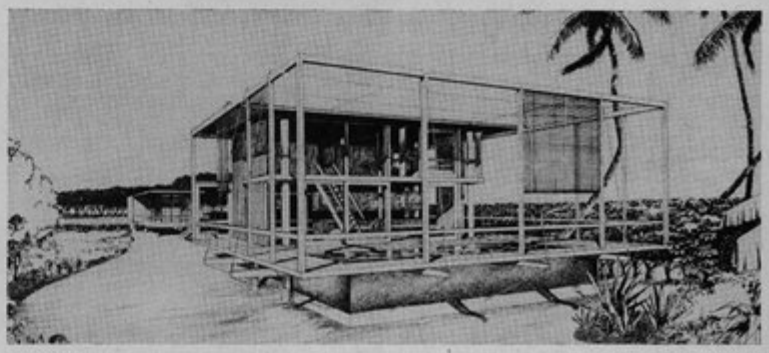
A design by ROBERT BRADFORD BROWNE, also of Miami, for the proposed house of Mr. and Mrs. ARTHUR KING of Coconut Grove, won an Award Citation in the Residential Category. Another Award Citation in the Recreation Category was given VICTOR A. LUNDY, of Sarasota, for the proposed new tourist center at Silver Springs.

The *P/A* sponsored annual competition is designed to encourage development of advanced design technique and is based on proposed, rather than complete, work of architects.

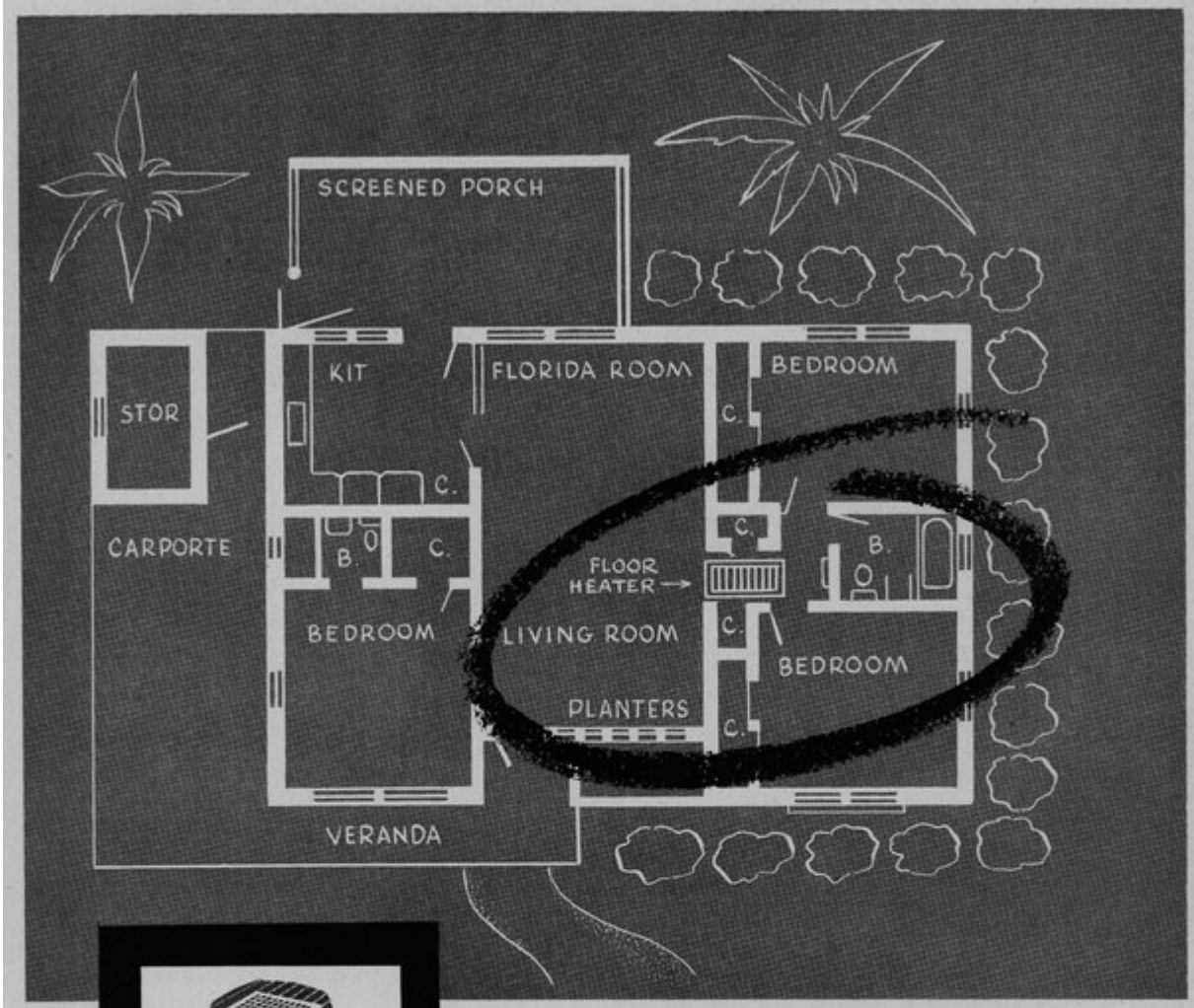
New Floor Hardener

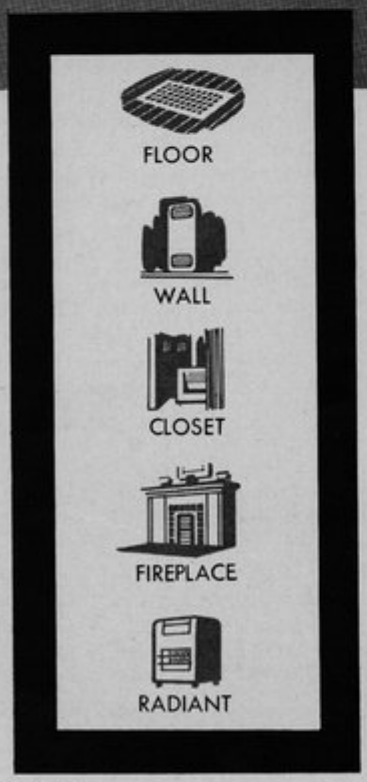
What is said to be the first major improvement in color hardners for concrete floors has recently been perfected by the Lambert Corporation, which has established a new plant in Orlando for its manufacturer. It is a chemically active "wetting agent" which, when added to elements needed to harden and color-finish concrete floors, acts as a plasticizer to assure uniform hardness and color distribution and to achieve deep penetration of the basic concrete surface.

Tests of the new material, designated as "CD-39" by its manufacturer, have indicated uniform color distribution and high surface densities.



This design for a Coconut Grove house won an Award Citation in the Residential Category for Miami architect Robert Bradford Browne.





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News & Notes

Mid-Florida Chapter

A report on activities of the Mid-Florida Chapter has been long overdue. Cause of the delay was a slight official mix-up that resulted in the absence of confirmation from AIA headquarters in Washington that the new Chapter's Charter had been acted upon by the AIA Board of Directors and issued. Notice of such action had not been received by FAA officers up to the time of the FAA Board of Directors' meeting in January.

Actually, however, the Charter had been issued from the Octagon as of January 5. And even prior to that date the new Mid-Florida group had held its organizational meeting, had elected officers and had begun to formulate plans for an operating program for the year. The first meeting was held December 1st, last year. The Chapter's second meeting took place January 12.

At that time a number of important matters relative to Chapter development were discussed, among them the formation of a local Joint Cooperative Committee with general contractors and engineers. Plans are also underway to form a Women's Auxiliary of the Chapter.

Officers of the Mid-Florida Chapter are: *President*, Earl F. DeLoe; *Vice-President*, Robert B. Murphy; *Secretary*, Joseph M. Shifalo; *Treasurer*, Hill Stiggins. Directors named were: L. Alex Hatton, for three years; Ralph P. Lovelock, for two years; James E. Windham, III, for one year. Francis H. Emerson was elected as the Chapter's representative on the FAA Board of Directors with George H. Spohn as the alternate FAA Director.

President DeLoe appointed Joseph M. Shifalo as chairman of committees on Membership and Relations with the Construction Industry; and he named Robert B. Murphy to head the Committee on Public Relations. Announcement will be made shortly of appointments to fill out the full roster of Chapter committees.

The Chapter's third meeting was held February 17 at the Langford Hotel. It was a cocktail and dinner gathering following a session of the Board of Directors and was attended by some 40 members and wives. As such it was a forerunner of the Chapter's plans to hold quarterly "party-meetings" to which wives and guests will be welcomed.

The Mid-Florida Chapter's new President, Earl F. DeLoe, with Mrs. DeLoe. This picture was taken at a Florida Central meeting just prior to formation of the new Chapter.

Plans are now underway for a special meeting of the Chapter which will be marked by formal presentation of the Charter to President DeLoe by AIA Regional Director Herbert C. Millkey. This will be held in March; and as soon as a definite date has been set, invitations will be extended to officers of other Florida Chapters and to a list of local honor guests.

Florida South

As the largest AIA Chapter in Florida and one of the largest in the country, administration of the Florida South Chapter entails an unusually extensive roster of committees. This year these have been separated into three distinct groups. Standing Committees, which total twelve, have been carefully designated and set up to confirm with similar committees of the Institute; and for many of them the chairman has been named to represent the Chapter on the companion committee of the Institute's Regional District.

A second group comprises seven special committees, all of which are closely concerned with either the con-

duct of Chapter affairs or the maintenance of the Chapter's local activities. The third list includes committees for special purposes. These last are "temporary," in that they are not of a standing character; but they are regarded as continuing unitl the purpose for which they were organized has been accomplished.

For the first two groups President Trip Russell has initiated a step that might well be attempted by other Chapters to an overall advantage. As chairmen he has appointed the younger members of the Chapter. But in each case also he has named an "Advisor" to the chairman in the person of a more experienced member, in many cases a former chairman or member of the particular committee involved. These two form the administrative nucleus of the committee; and additional membership varies from one to four depending on the anticipated amount of committee work involved.

This new committee organization and its planned operation was the chief subject of discussion at the Chapter's February 14th meeting at The Pine Tree Inn, Coral Gables. The other important business of the evening was presentation of Craftsman Awards on the recommendation of the Special Committee on Citations and Awards for which Alfred B. Parker was chairman last year.

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OOPS — SO SORRY!

As the onetime Mayor of New York, peppery Fiorello La Guardia used to say, "When we make a mistake — it's a beaut!"

In last month's issue, we made two beauts! First, we got the jobs and titles of two Florida South officers mixed up. Verner Johnson isn't the Vice-president as reported on page 14. He's Treasurer. And former treasurer Wahl John Snyder, II, is the Vice-president.

Our second was even worse! On the back cover, the 42nd FAA Convention to be held in the Seville Hotel at Miami Beach was billed as a full week later than it has actually been scheduled. Our faces were red even before we saw the letters from careful readers who had noticed the difference in dates between the cover and the Convention announcement story on page 19.

The correct dates for the 42nd Annual FAA Convention are November 8, 9 and 10.

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Contractor, E. C. Kenyon, Jacksonville

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News & Notes

(Continued from Page 21)

The Chapter honored Ralph C. Woolsey, painter, as an individual meriting the Chapter's "Craftsman of the Year" award. Citations for outstanding skill in their respective crafts went to: Nathan Betrock, mason; Albert Soskin, painter; J. T. Knight, metal worker; Roy Fidler, mason; Stanley Kovalesky, iron worker; Jimmy Dismuke, carpenter foreman; R. I. Dickerson, painter; Mark M. Heaton, marble setter, and John Marchion, tile setter.

Palm Beach

At its February 9 meeting the Chapter considered a request from the Florida East Chapter, AGC, that architects in the area permit use of plans and specifications on private work for bidding purposes by AGC members and associates without the heretofore customary deposit. The idea has been tried out in one case by a Lake Worth architect on private work; but results as to the success of the idea are not as yet conclusive.

Members found both good and bad sides to the proposal. As a result of the discussion on it a committee of President Jefferson Powell, George J. Votaw and John Stetson was named to take the matter up with local AGC headquarters and to report back recommendations as to Chapter policy.

As pointed out in a recent AGC bulletin, the idea would constitute a courtesy by the architects to AGC contractors. Whether or not that courtesy could prove practical would be up to the contractors—by returning plans and specifications promptly and in good useable condition at the close of bidding.

National Convention May 15-18

"Architecture for the Good Life" will be the theme of the 88th Annual AIA Convention which this year will be held May 15-18 in Los Angeles, with headquarters at the Biltmore Hotel. Seminars relating to the overall theme will explore such subjects as community planning, safety, new materials and techniques. In addition, several AIA national committees are scheduling round-tables on such subjects as school and hospital buildings, architectural education and office practice.

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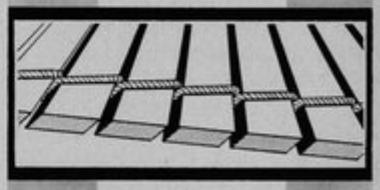

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Ethics for Air-Conditioning

The trend toward better business practices and a greater emphasis on ethical standards in Florida's construction industry was recently re-affirmed by action of the Air Conditioning and Refrigerating Association of Florida. ARMAND COWAN, of Miami Beach, was named as president of the organization and voiced a policy of adherence to the spirit as well as the letter of good business.

He announced also that the Association had adopted a standard service policy for use by all members as a step toward more uniform trade practices by installers and servicers of air-conditioning equipment. Other officers elected are: GEORGE F. KLIEN, vice-president; HOWARD S. DAVIS, executive secretary, and C. E. KIRBY, treasurer. DUDLEY M. CAWTHON was recently elected as president of the national association.

U of F Short Course for Building Officials

An intensive short course to keep municipal building officials abreast of technical developments in construction will be given April 2 through April 6 at the University of Florida. The course is being sponsored by the General Extension Division of Florida in cooperation with the UF College of Architecture and Allied Arts.

Subject matter for the course has been programmed by a planning committee including DEAN WILLIAM T. ARNETT, of the UF College of Architecture, W. W. YOUNG, course coordinator for the General Extension Division and O. M. PUSHKIN, president of the Building Officials Association of Florida. It will fall into five main categories; and the course faculty will include representatives of the U. S. Government, various municipal building departments, the UF faculty, building code experts and architects, engineers and contractors.

The course will cover discusisons on new structural materials such as prestressed concrete; inspection of mechanical equipment installations; building codes; problems of planning, zoning and licensing; and office management problems. This Building Officials Short Course has been enthusiastically endorsed by the FAA-AGC Joint Cooperative Committee which has urged as high as possible

(Continued on Page 24)

chosen again . . .

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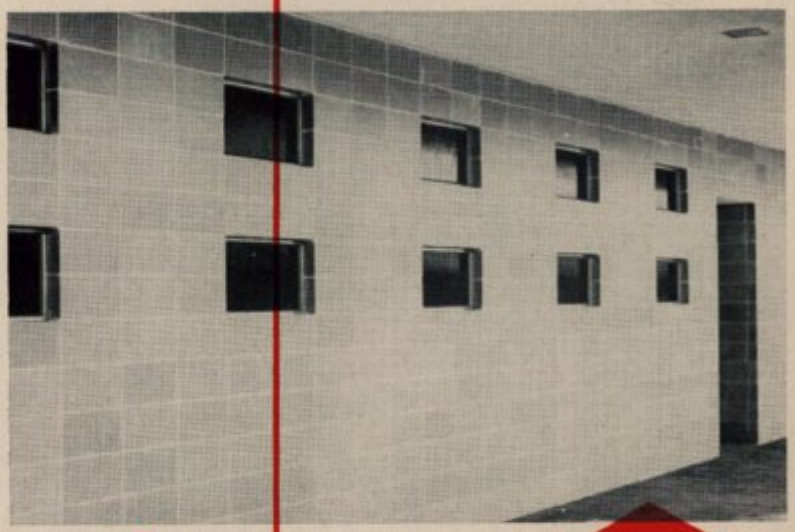

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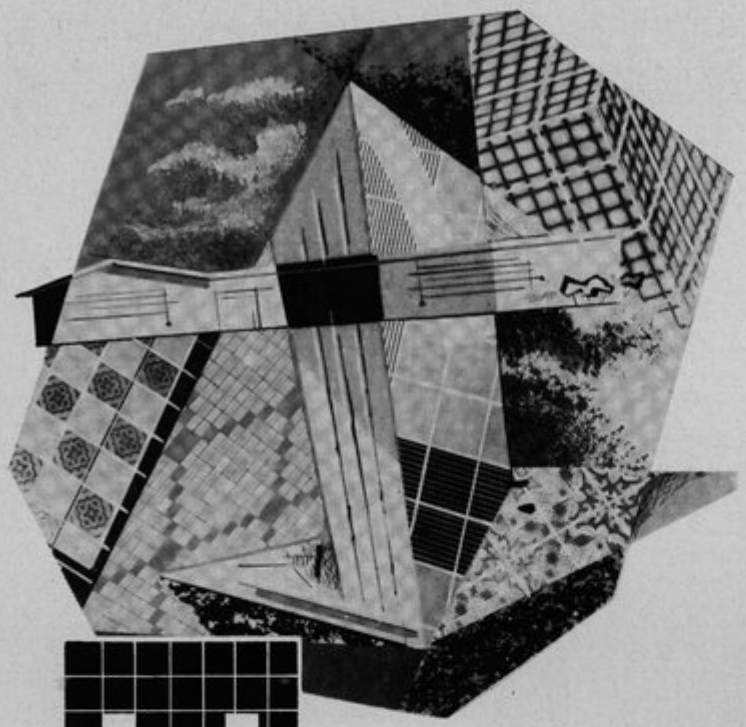

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News & Notes

(Continued from Page 23)

an attending by building officials, architects and general contractors throughout the State. Application for enrollment may be obtained from W. W. *Young, General Extension Division of Florida,* 802 *Seagle Building, Gainesville.*

Small House Competition

A series of prizes and commissions totaling $15,000, with the possibility of a $5,000 maximum to a single individual, constitutes the incentive in a competition for small houses just announced by Howard T. Fisher,, AIA, Chicago architect acting as a professional advisor. The competition is being sponsored by The Morton Arboretum in cooperation with the AIA, the Chicago Building Congress and the Chicago Museum of Science and Industry. It is open to all architects, architectural draftsmen and students.

Developed to "stimulate and demonstrate original thinking on the relationship between the interior and exterior of houses", the competition calls for the "contemporary or modern design" of small two- and three-bedroom suburban and country houses. Prizes will be awarded on the basis of design excellence and practicability for actual constrution.

The competition has been approved by the AIA. It will close May 7, with judgement completed by June 4. Programs have been forwarded to all Florida AIA Chapters; and they may be obtained by writing *Howard T. Fisher, AIA, Professional Advisor; Morton Arboretum Small House Competition,* 322 *West Washington Street, Chicago* 6, *Illinois.*

U of F Business Conference

The significant topic of "Planning Florida's Growth" will be the overall subject of the Eighth Annual University of Florida Business Conference to be held in St. Petersburg on April 19 and 20. The Conference, designed to clarify the business, professional and development problems of the nation's fastest-growing state, has this year included the construction industry in its agenda, coupled with a consideration of the business and industrial use of atomic energy and ways of financing the growth of both

small and large businesses throughout the State.

SANFORD W. GOIN, F.A.I.A., for the past two years the F.A.A. member of the Conference Steering Committee, recently highlighted the importance of such discussions as a background for progress of both business and professional activities.

"Each annual Business Conference," he said, *"is actually a forum of creative ideas proposed by top-flight business and profesisonal men for the sound development of our State. Because architects, particularly, have a tremendous stake in that development, I urge attendance at the Conference by as many as can possibly make it."*

On the program this year ROGER ALLEN, F.A.I.A., will discuss, in his own inimitable fashion, "The place of Construction in an expanding market." This, in itself, should be worth the $25 registration fee covering all Conference sessions. Also slated to speak are FRANK PACE, former Secretary of the Army and Executive VP of General Dynamics Corp.; JOHN FOX, President, Minute Maid Corp., and WENDELL BARNES, Administrator, Small Business Administration, Washington, D. C.

The Conference will be held at the Tides Hotel, Redington Beach, St. Petersburg. Reservations and information are available from General Extensiòn Divison, University of Florida, 707 Seagle Building, Gainesville.

New Addresses

ROBERT CHARLES BROWARD has announced the opening of an office for the practice of architecture at 1974 San Marco Boulevard, Jacksonville.

The new office location of FREDERICK W. KESSLER, AIA, is 361 South County Road, Palm Beach.

ANKER F. HANSEN, AIA, has recently closed his office at Memphis, Tenn., and has established a permanent Florida address at 12 West Main Street, Ft. Walton Beach, Florida.

State Board Registers 59

New registrations for architectural practice in Florida total 59 for the six-month's period from June, 1955, to January 14, 1956, according to information released by MORTON T. IRONMONGER, Secretary of the State

(Continued on Page 26)

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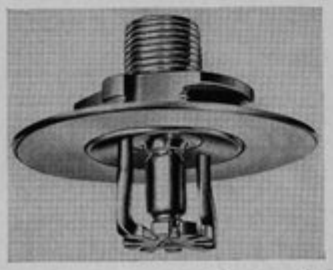

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New Registrations

(Continued from Page 25)

Board of Architecture. Of these, 24 are residents of Florida. The remaining 35 represent registrations granted architects already in professional practice in other states.

Following is the list, including two women:

Clearwater
Eugene H. Beach
Joseph L. Coggan

Ft. Lauderdale
Harry L. Lane
William C. Presto
Joseph T. Romano
Paul R. Werking
Louis Wolff

Ft. Walton Beach
Roy L. Ricks

Gainesville
Raymond W. Graham
Gordon S. Johnson

Hollywood
Charles C. Reed, Jr.

Jacksonville
Harry L. Drake
John T. Foster

Miami
Dorothy A. McKenna
Samuel M. Puder

Ocala
Berry J. C. Walker

Orlando
George W. Bagley, Jr.

Pompano Beach
Olga E. Petters

St. Petersburg
Albert L. Reese

Sarasota
Harvey R. Jernigan

Switzerland
Robert C. Broward

Tampa
James A. Hearon, Jr.
James H. Kennedy

West Palm Beach
Norman N. Robson

Sixteen states were represented by applications for Senior examination or on the basis of an NCARB record. Greatest number came from Illinois, with New York State next. Illinois applications totaled seven, those from New York five, with three each from Georgia and Alabama. Two registrations were granted applicants from each of these states: California, Connecticut, Louisiana, Michigan and New Jersey, and one each from Indiana, Massachusetts, New Hampshire, Ohio, Pennsylvania, Rhode Island and Wisconsin.

Precedent for Policy...

(Continued from Page 4)

ing problem. The preliminary studies, the proposals and contracts, the issuance of certificates of payments, the general administration of the business and the supervision of the work—all these constitute the architect's service. The success of this service is dependent on each of its component parts. As a professional, the architect is responsible under the rigid regulations of the Florida State Law; and his professional services are never to be confused with a product which can be bought or traded in the market place.

"If drawings of buildings were purchased and used in a public school building program, the agency buying the drawings would have to establish and run a complete bureau to handle the work. Such a bureaucratic organization is unweildy, expensive to operate, the producer of mediocre architecture. And such a bureau would be detrimental to the progress of our schools and not in the best interests of the taxpayers or of our children."

The result of the Chapter's action was favorable — that is, the Board withdrew consideration of its plan-purchase idea. But the very existence of the idea itself points up the great and continuing need for educating public officials on what architectural service is and how it operates in the public interest.

Practicing architects cannot blame school boards for attempting, in all sincerity, to save taxpayers' money. Nor does the Jacksonville Chapter feel unkindly toward ALBERT R. BROADFOOT, the Duval County Board's supervising architect, for following the Board's instructions in first proposing the plan-purchase idea. The important point to be made is that the Board did not have sufficient knowledge of architectural practice to reject the idea when it was first proposed and before it had even been committed to paper as part of the Board's business.

The only practical solution for avoiding periodic repetitions of the Jacksonville situation throughout the State is a continuing effort on the part of architects. That effort must be directed toward a better understanding of architects and their professional services by the elected officials with whom the needs of the community must be developed.

F. GRAHAM WILLIAMS, Chairman

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MARK P. J. WILLIAMS, Vice-Pres.
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JACK K. WERK, Vice-Pres.
JAMES H. BARRON, JR., Secy-Treas.
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Producers' Council Program

The Jacksonville Chapter of the Producers' Council will play host to architects, engineers and their office personnel on the evening of March 16. Place will be the Roosevelt Hotel, Jacksonville. Time will be from 6 p.m. till closing. And the occasion will be another in the Producer's Council program of "information-panel" meetings for which both Miami and Jacksonville Chapters have become famous.

Acording to custom, the evening will start off with cocktails and will proceed through a dinner—at 7:00 sharp—as a preliminary to a three-company demonstration of building equipment. This will be put on by Carl E. Stone, representing American Standard Plumbing and Heating Division; Emmett H. Jones, Jacksonville Chapter secretary and representative for the Sanymetal Products Company, and Ray A. Litkenhaus, Jacksonville representative of the J. A. Zurn Company.

These three Producers' Council members will put on the Jacksonville Chapter's next panel show. Left to right, Carl F. Stone, Emmett H. Jones, Ray A. Litkentaus.

Chapter President George P. Coyle will exercise his undeniable talents as the meeting's genial master of ceremonies to introduce speakers who will sketch the history of modern sanitation equipment and at least hint on what may be expected for the immediate future.

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Publicity vs. Better Public Relations

It would be difficult to find a better example of the difference between sheer publicity and sound public relations than this clipping from a Jacksonville paper.

"School children took a kick in the pants when the weight of the local chapter of the American Institute of Architects prevailed on the school board to back up on its plan to reuse the same plans for more than one building and thus reduce the architect's cost from 6% to 3%."

That's publicity, all right! But it's anything but good public relations—from either the architects' standpoint or that of the general public.

That small paragraph implies: *One*, that architects have a callous disregard of school children's needs; *Two*, that the local AIA Chapter is fraught with some sort of sinister political influence; *Three*, that architects' fees are twice what they should be; and, *Four*, that architects are thwarting efforts to save school building dollars.

No architect needs to be told the complete falsity of such implications. *But somebody does!* Every architect knows that the truth is the precise opposite to the impression conveyed by that paragraph. *But, obviously, the editor of the paper doesn't!* And because of his ignorance, the public gets another erroneous impression of architectural service and its value to a community.

How can such bad publicity be avoided—and how can it be replaced by good publicity that fosters a more accurate understanding of what the architectural profession offers as a service to the community?

We know of only one way to reach that objective. That is to get across the real facts of the situation to those who have taken on the responsibility of shaping public opinion or stimulating public action. That, of course, covers a wide range of both major and minor leaders in any community.

A lack of good relations between all these people and the architectural profession is essentially a lack of understanding. In many cases, that lack exists solely because architects have not developed the kinds of contacts and communications that can bridge the gap of misunderstanding between them. Seeing all angles of their problem clearly, they assume others do also. And so communication breaks down and a common understanding dies aborning.

Argument won't bring it alive. But explanation will.

Architects have mountains of background to prove any point of explanation they may need to make. Are they helping school children instead of giving them "a kick in the pants"? Marshall just one-hundredth of the published school improvements before any editor. Are they charging fair fees or gouging the taxpayers? Prove, with your own books, what it costs to operate an office. Are they saving the community money or wasting the school board's budget in expensive frills? Exhibit just a few of the space and money-saving innovations that Florida architects have developed to keep school costs low, educational and administrative values high.

These are the "facts and figures" that the public can understand. This is the kind of language the public talks. And this is the kind of communication channel that architects need to build between themselves and leaders in communities they serve.

Communications of this sort can lead quickly to mutual understanding and respect. Both are basic to good public relations. Once these are established in your community, the publicity will take care of itself.

Mark Your Calendar Twice!

APRIL 12th, 13th, 14th -

5th Regional AIA Conference, Washington Duke Hotel, Durham, N. C. A program packed with professional pleasure and profit from every point of view. Don't miss it! Make reservations now!

NOVEMBER 8th, 9th, 10th -

42nd Annual FAA Convention, Seville Hotel, Miami Beach. Plans promise one of the most important and complete Conventions in FAA history. Details will come later — but plan to attend now!